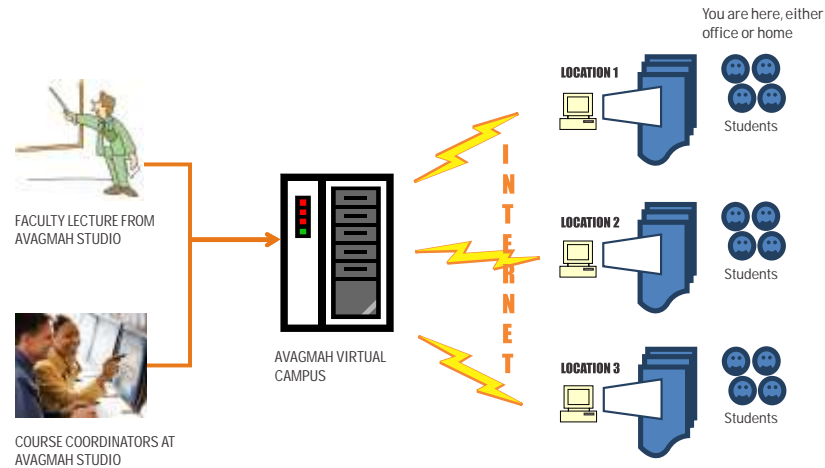


## How Live-Online Faculty led sessions are conducted



## 24x7 Learning Accolades



## Online MBA in Sales & marketing

avagmah or avagama (n) (Sanskrit): understanding, Comprehension, intelligence (Bhag. IX, 2&c)

AVAGMAH is a continuing education initiative from 24x7 Learning, a premium Talent Life cycle Management Company.

AVAGMAH helps India meet the challenges of specialized skills when leading the global economic warfront.



**AVAGMAH Online School**  
Higher Education Division of 24x7 Learning Pvt Ltd  
20, Annaswamy Mudaliar Road, Ulsoor Lakefront, Bangalore - 560 042, India  
Phone: +91 80 40699100 Toll Free: 1-800-4250-247  
Email: admission@avagmah.com Visit: www.avagmah.com



**Bharathidasan University**

Learning  
is not  
compulsory...  
neither is  
Survival.

- W. Edwards Deming

## About AVAGMAH Online School

AVAGMAH is the higher education division of 24x7 learning, India's largest eLearning Implementation Company. Since its inception in 2008, AVAGMAH has made rapid strides in providing quality education to thousands of students in India and abroad: delivering University accredited Executive Education programs.

*Virtual Classroom sessions through internet, Continuous & rigorous evaluation methodology, ISO 9001:2000 certified Learning Management System, Industry oriented world class curriculum, and a dedicated learner support team ensure that all our learners get well equipped to face challenges in the corporate world.*

## About Bharathidasan University

Bharathidasan University was established in February 1982 and is among the top 10 state universities in India. Based out of Trichy, TN; the University is spread over a campus spanning over a campus spanning over 1000 acres. The University has totally 4 faculties, 16 Schools, 34 Departments and 11 Specialized Research Centers with 123 colleges affiliated to it. Online MBA programs are approved by the joint Committee comprising of AICTE-DEC-UGC.

## Online MBA in Sales & Marketing

This 2 years AICTE-UGC-DEC approved Online MBA in Sales & Marketing aims to polish your skills at job, enhance your academic & intellectual credentials and equip you with the needed skills and competencies for excellence.

Apart from various management subjects, the course extensively covers topics like Sales and Retail Management, Consumer Behavior, Service Marketing, Brand Management, Integrated Marketing Communications and International Marketing Management.

*There are total 4 semesters in 2 years, with 6 subjects per semester.*



## Course Details

1st Semester, 1st Year	2nd Semester, 1st Year
Management Process & Organization	Marketing Management
Organizational Structure & Behavior	Managerial Economics
Business Communication	Statistics for Management
Financial Accounting	Business Law
Fundamentals of Management	Business Ethics and Global Business Environment
Sales and Retail Management	Consumer Behaviour

3rd Semester, 2nd Year	4th Semester, 2nd Year
Financial Management	Strategic Management
Management Information System	Change and Knowledge Management
Human Resource Management	Business Research Methods
Entrepreneurship Development	Integrated Marketing Communications
Service Marketing	International Marketing Management
Brand Management	Project Work

## Eligibility:

10+2+3 years of formal education with Graduation in any stream from a recognized University in India, with 50% minimum marks. The learner should have minimum of 2 years of experience in case the Graduation marks are below 50%.

## With AVAGMAH you:



## Program Fee:

One time admission Fees: Rs 800  
Academic Fees/Semester: Rs 19,000

Live  
as if YOU were to die  
tomorrow.  
Learn  
as if YOU were to  
live forever.

- Mahatma Gandhi